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CreativeFuture Commends a Bicameral and Bipartisan Group of Policymakers for Their Letter to Google Regarding Content ID

Senators Tillis, Blackburn, Coons, and Feinstein, and Representatives Nadler, Collins, Schiff, and Roby push Google to explain the inner workings and limits of Content ID

Washington, DC – Today, a bipartisan group of Members of Congress sent a letter to Google CEO Sundar Pichai asking the company to explain why access to their Content ID system is limited to only a select group of content creators. CreativeFuture commends Senator Tillis, Senator Blackburn, Senator Coons, Senator Feinstein, Rep. Nadler, Rep. Collins, Rep. Schiff, and Rep. Roby for their effort in demanding answers from Google.

The letter reads: “We write today regarding Google’s efforts related to platform responsibility in the digital environment. Over the last year, Google has appeared before multiple House and Senate committees to discuss this issue. In response to questions from our congressional colleagues regarding efforts Google is taking to stem widespread distribution of infringing content, you have routinely pointed to YouTube’s “Content ID” system as an example.”

In a statement, Senator Tillis said, “The creative communities represent an important part of the American economy – generating millions of jobs and stimulating local economies across the country. Creatives routinely find their content, which costs them time, money, and effort to create, posted illegally on YouTube. With this letter, we hope to understand why Google does not make Content ID available to all legitimate copyright owners.”

CreativeFuture CEO Ruth Vitale added, “Google’s Content ID system has certainly been a step in the right direction – but, there are still hundreds of thousands, if not millions, of creatives who are denied access to the tool and whose content is routinely stolen on YouTube. With limited access to Content ID and other offerings that do little to curb the epidemic, copyright infringement on YouTube continues to be rampant – this is unacceptable.”

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ABOUT CREATIVEFUTURE

CreativeFuture is a nonprofit coalition of more than 540 companies and organizations and more than 240,000 individuals – from film, television, music, book publishing, photography, and other creative industries. We're mobilizing our members to speak up about the value of creativity, the importance of copyright in protecting creativity, and the massive harm caused by the global theft of our creative works. Millions of creatives and thousands of businesses around the world depend on copyright to bring all of us countless moments of inspiration, learning, and joy. Our mission is to advocate for strong but appropriate copyright protections and to empower creatives to speak out against piracy and how it affects their ability to create and to make a living. To learn more, visit www.creativefuture.org.